MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD

TWENTY-FIRST ANNUAL MEETING

March 15, 1989

Windsor Park Inn
1034 Elizabeth Road

89-03877/

MANITOBA CHICKEN PRODUCERS' MARKETING BOARD

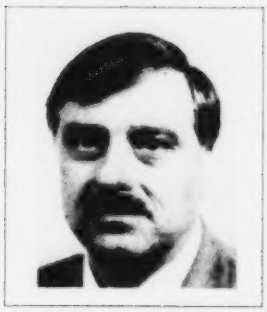
1200 KING EDWARD STREET
WINNIPEG, MANITOBA R3H 0R5
633-6617

Waldie Klassen
Chairman
District 4

Erwin R. Plett
Vice Chairman
District 2

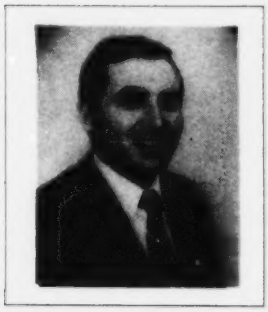
John Friesen
Director
District 3

Russell Muirhead
Director
District 1



Wally Doerksen
Director
District 5

Burton F. Waters
General Manager



Ken Harrison
Assistant Manager

Shirley Brown
Secretary

Kerri Dexter
Secretary

Janice Hutsal
Senior
Home Economist

Shelley Munro
Home Economist

MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD

TWENTY-FIRST ANNUAL MEETING

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MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD
TWENTY-FIRST ANNUAL MEETING
March 15, 1989
Windsor Park Inn

A G E N D A

9:30 a.m.	- Registration & Coffee
10:00 a.m.	- Chairman's Remarks - Waldie Klassen - Early Bird Draw - Registered Producers In Attendance - Steve Pilot, Citadel Insurance - Minutes of the Twentieth Annual Meeting - Discussion Period
10:30 a.m.	- Producer Board Report - Erwin Plett - Discussion Period
11:00 a.m.	- Auditor's Report - Gilles Chaput Guenette, Chaput - Discussion Period - Election Nominations
12:00 p.m.	- Luncheon - Presentations to Past Directors - Ivan Olmstead & Stan Antonissen - Guest Speaker - Hon. Glen Findlay - Minister of Agriculture
1:30 p.m.	- Promotion Report - Janice Hutsal & Shelley Munro - Discussion Period
2:00 p.m.	- Dr. Borsa - Atomic Energy of Canada - Food Pasteurization by Irradiation
2:30 p.m.	- Canadian Chicken Marketing Agency Report - Dan Lynch - KAP Update - KAP Representative - Proposed Budget - Russell Muirhead - Discussion Period
3:15 p.m.	- Election Report - Manager's Report & Export Report - Burt Waters - Discussion Period - Appointment of Auditors
3:45 p.m.	- New Business - - -
4:00 p.m.	- Adjournment & Coffee - Grand Prize Draw

PRODUCER BOARD REPORT

The year began with a strong demand and good prices, but as the year progressed the demand kept increasing but prices softened. Prices did however level out and remained somewhat steady.

We began the year with storage stocks of 1,366,000 Kgs for Manitoba and 18,656,000 Kgs for Canada but ended the year with 1,286,000 Kgs for Manitoba and 10,706,000 Kgs for Canada, a 5.9% and 42.6% decrease respectively.

The allocation for Canada in 1988 was 525,719,164 Kgs and the production was 522,574,462 Kgs or 99.4% utilization. The allocation for Manitoba was 20,725,540 Kgs and the production was 20,268,037 Kgs which is 97.8% utilization. These figures are preliminary because the 1988 figures have not yet been verified.

All birds marketed through a registered plant must be covered by permit or quota. Permits were issued to those with a historic record of marketing birds through registered plants.

Permits issued in 1987 and 1988 were as follows:

1987	31	82,148	Kg live weight
1988	29	77,347	Kg live weight

There were nineteen price changes during the year.

The price decrease during the year can be attributed to a weakening of the wholesale price and the higher inventory levels.

The new cost of production survey completed during 1987 is now being used by CCMA.

At the end of the Producer Board Report are charts showing the paying prices during the year and the cost of production on a monthly basis.

Quotas and Certified Building Capacity

Quotas and certified building capacities were changed in 1988 and now are as follows:

Cornish Game Birds	88,300	square feet
Broilers	2,109,116	square feet
Roasters/Jr. Roasters	271,120	square feet

Production is now expressed as follows:

Category	Kgs\sq.ft.	Cycle
Cornish Game Birds	1.7	6 weeks
Broilers	2.00	9 weeks
Roasters	2.6544	12 weeks

These levels are full density and more accurately state the production between categories as set out in the new Quota Order. The production in each category is now more equitable.

Any changes in production levels and density in the future will be stated and allocated as a percentage of these base figures.

The allocated live weight production potential is as follows:

1989	11.17 Kg/sq. ft. of building space
1988	11.78 Kg/sq. ft. of building space
1987	11.75 Kg/sq. ft. of building space
1986	12.00 Kg/sq. ft. of building space
1985	11.31 Kg/sq. ft. of building space

Registration

The following changes were made in registration during 1988:

Sharon Cassels - Henry & Ester Penner

This was a lease agreement for the term of one year. The name the quota is registered in (Sharon Cassels) was replaced by Henry & Esther Penner for the term of the lease. The lease agreement will be reviewed from time to time by the Board.

Emma Wiebe to Allan Giesbrecht

This was a within family transfer and the quota was not affected. (Mother to Son)

Edwin G. Penner to Rene Penner

This was a within family transfer and the quota was not affected. (Father to Son)

Ray St. Hilaire to Henry Poetker

This was a transfer of quota from an existing producer to an existing producer and the quota was not affected.

Density Level

During 1988 the density level changed three times.

The first change that occurred was an increase up to 110% effective with placements on or after April 25, 1988 for one cycle.

This program was on a voluntary program.

The second change was a return to 100% density effective with chick placements on or after June 27, 1988.

The third change was a cut back in production of 10% to 90% density effective with chick placements on or after July 25, 1988.

The density levels for each category are as follows:

Category	110%	100%	90%	Length
Cornish Game Birds	1.87	1.70	1.53	6 weeks
Broilers	2.2	2.00	1.80	9 weeks
Roasters	2.91984	2.6544	2.38896	12 weeks

Producer Board Meetings

There were many meetings during 1988 where the Chairman or the Directors were in attendance. The following is a breakdown of these meetings:

Directors	Board Meetings	Other
Mr. Waldie Klassen Chairman	29	51
Mr. Erwin Plett Vice-Chairman	27	45.5
Mr. John Friesen KAP Representative	25	8
Mr. Russell Muirhead	24	1
Mr. Wally Doerksen Manitoba Poultry Health Advisory Committee Report	23	-
Mr. Stan Antonissen	5	1
Mr. Ivan Olmstead	5	1

Mr. Antonissen and Mr. Olmstead retired at the Annual Meeting in March.

Enclosed as part of the Auditor's Report on Page - - is a chart showing all Directors Expenses for 1988.

Promotion

Janice Hutsal is our Senior Home Economist whose services are shared by the Chicken Broiler, Turkey and Vegetable Producers' Marketing Boards. Janice, together with an assistant, Shelley Munro, are involved in the promotional activity of the Boards. A report will be presented later.

The barbecue grates were again well used during the summer months. For easier access to the grates they are stored at some of the directors premises.

Charts

There are several charts attached for your information. They are as follows:

1. Prices
2. Number of Producers and Registered Square Feet by District
3. Cost of Production

MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD
1988 PAYING PRICES

Period	Cornish Game Hens	Broilers		Roasters	
	Under 1.2	1.2 to 1.8	1.81 to 2.95	2.95 to 3.17	Over 3.17
Jan. 1 - 10/88		1.00	0.98	1.06	1.08
Jan. 11 - Feb. 21/88		0.99	0.97	1.05	1.07
Feb. 22 - March 20/88		1.01	0.99	1.05	1.09
March 21 - April 24/88		1.03	1.01	1.07	1.11
April 25 - May 8/88		1.01	0.99	1.05	1.09
May 9 - May 29/88		1.03	1.01	1.07	1.11
May 30 - June 12/88		1.05	1.03	1.07	1.12
June 13 - June 19/88		1.07	1.05	1.07	1.13
June 20 - July 10/88		1.09	1.07	1.07	1.15
July 11 - Aug. 1/88		1.11	1.09	1.09	1.15
Aug. 2 - 7/88	1.08	1.13	1.11	1.11	1.18
Aug. 8 - Aug. 14/88	1.10	1.15	1.13	1.13	1.21
Aug. 15 - Aug. 21/88	1.12	1.17	1.15	1.15	1.23
Aug. 22 - Sept. 11/88	1.14	1.19	1.17	1.17	1.25
Sept. 12 - Oct.10/88	1.15	1.20	1.18	1.18	1.26
Oct. 11 - Oct. 23/88	1.13	1.18	1.16	1.16	1.24
Oct. 24 - Oct. 30/88	1.24	1.17	1.14	1.14	1.22
Oct. 31 - Dec. 4/88	1.22	1.15	1.12	1.12	1.20
Dec. 5 - Jan. 1/89	1.23	1.16	1.13	1.13	1.21

MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD
1989
NUMBER OF PRODUCERS AND REGISTERED SQUARE FEET BY DISTRICT

SQUARE FEET	UNDER 5,000	5,001 10,000	10,001 15,000	15,001 20,000	20,001 25,000	25,001 30,000	OVER 30,001	NUMBER OF PRODUCERS	TOTAL REG. SQ.FT.	NUMBER OF PRODUCERS	ANNUAL BIRD QUOTA
DISTRICT 1	5	8	5	3	2	1	2	26	487148	3	16000
DISTRICT 2	0	9	3	2	3	0	5	22	461240	1	0
DISTRICT 3	0	5	5	8	4	0	2	24	419390	0	0
DISTRICT 4	0	8	2	4	2	0	3	19	482290	1	0
DISTRICT 5	4	11	7	10	6	1	2	41	618468	2	4000
TOTAL PRODUCERS	9	41	22	27	17	2	14	132	0	7	0
TOTAL REGISTERED SQUARE FEET	43000	348088	272680	470738	386530	57200	890300	0	2468536	0	20000

BROILER

NOTE!! New COP formula used from September

1988 CONSOLIDATED COST OF PRODUCTION

	January	February	March	April	May	June
FEED COST	49.9700	50.0800	49.8300	49.8100	52.5600	57.7900
CHICK COST	24.8300	24.8300	24.8300	24.8300	24.8300	24.8300
LABOUR	9.7300	9.9100	9.8300	9.8800	9.8700	9.8200
PRODUCTION OVERHEAD						
REPAIRS & MAINTENANCE	1.3200	1.3200	1.3200	1.3200	1.3200	1.3200
ENERGY	6.1200	6.1200	6.1200	6.0900	6.0900	6.0900
CATCHING	1.4900	1.4900	1.4900	1.5100	1.5100	1.5100
OTHER	1.2200	1.2200	1.2200	1.2400	1.2400	1.2400
BUSINESS OVERHEAD	2.2700	2.2700	2.2700	2.3000	2.3000	2.3000
DEPRECIATION	4.4100	4.4100	4.4100	4.4100	4.4100	4.4100
COST OF FINANCING ASSETS	4.5300	4.5400	4.5400	4.5200	4.7100	4.9000
RISK	0.2200	0.2200	0.2200	0.2200	0.2300	0.2400
PROVINCIAL LEVY	0.7600	0.7600	0.7600	0.7600	0.7600	0.7600
AGENCY LEVY	0.3400	0.3400	0.3400	0.3400	0.3400	0.3400
TOTAL	107.21	107.51	107.18	107.23	110.17	115.55
AVE. PROD. PRICE	99.25	99.80	102.00	103.00	105.00	107.50
AVE. PROD. RETURNS	-7.97	-7.12	-5.18	-4.23	2.19	-8.05

	July	August	September	October	November	December
FEED COST	62.2200	62.0500	62.3600	62.9900	62.4900	61.9000
CHICK COST	24.8300	24.8300	23.8500	25.2200	25.2200	25.2200
LABOUR	9.9400	10.0700	9.8000	9.8200	9.8800	9.8800
PRODUCTION OVERHEAD						
REPAIRS & MAINTENANCE	1.3300	1.3300	1.6300	1.6400	1.6400	1.6400
ENERGY	6.0800	6.0800	5.2700	5.2100	5.2100	5.2100
CATCHING	1.5100	1.5100	1.5900	1.5800	1.5800	1.5800
OTHER	1.2400	1.2400	1.2000	1.1900	1.1900	1.1900
BUSINESS OVERHEAD	2.3000	2.3000	2.0500	2.0400	2.0400	2.0400
DEPRECIATION	4.4100	4.4100	3.8800	3.8800	3.8800	3.8800
COST OF FINANCING ASSETS	4.9100	4.9200	6.1800	6.4300	6.4400	6.4400
RISK	0.2500	0.2500	0.2400	0.2500	0.2500	0.2500
PROVINCIAL LEVY	0.7600	0.7600	0.7600	0.7600	0.7600	0.7600
AGENCY LEVY	0.3400	0.3400	0.3400	0.3400	0.3400	0.4300
TOTAL	120.12	120.09	119.15	121.35	120.92	120.42
AVE. PROD. PRICE	110.50	116.60	120.00	115.00	116.00	116.00
AVE. PROD. RETURNS	-9.61	-3.49	0.85	-6.33	-4.91	-4.40

THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD
Winnipeg, Manitoba

Year End Financial Statements

As At December 31, 1988

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Statement of Operating Surplus	Statement "2"
Statement of Revenue and Expenditures	Statement "3"
Notes to Financial Statements	Statement "4"

BDO GUENETTE CHAPUT

Comptables Agréés
Chartered Accountants

262 Marion
Winnipeg, Manitoba R2H 0T7
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Telefax (204) 237-0134

Auditors' Report

To the Board and Members
THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD
Winnipeg, Manitoba

We have examined the balance sheet of THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD as at December 31, 1988 and the statements of operating surplus and revenue and expenditures for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests and other procedures as we considered necessary in the circumstances.

The Marketing Board derives most of its revenue in the form of levies based on weight marketed. These amounts are not susceptible to complete audit examination and, accordingly, our work in respect of this revenue was limited to accounting for the amounts recorded in the books as reported to the Board by the processors.

In our opinion, except for adjustments which may have been required had we been able to extend our examination of revenue, these financial statements present fairly the financial position of the Board as at December 31, 1988 and the results of its operations for the year then ended in accordance with generally accepted accounting principles for Marketing Boards in Manitoba, applied on a basis consistent with that of the preceding year.

Guenette Chaput

Winnipeg, Manitoba
January 13, 1989

Chartered Accountants

INTERNATIONAL BDO BINDER

THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD

Balance Sheet

As At December 31, 1988

ASSETS

	1988	1987
Current Assets		
Cash	$ 200	150
Temporary investments	180,100	170,100
Accounts receivable	14,435	13,556
Prepaid expenses	1,391	1,434
Investments (Note "2")	50	50
	$196,176	185,290

LIABILITIES AND SURPLUS

Current Liabilities		
Bank overdraft	$ 2,898	437
Accounts payable	16,593	13,251
	19,491	13,688
Surplus and Reserve		
Penalty reserve fund (Note "3")	41,263	36,440
Operating surplus, Statement "2"	135,422	135,162
	176,685	171,602
	$196,176	185,290

THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD

Statement of Operating Surplus

Year Ended December 31, 1988

	1988	1987
Balance, beginning of year	$135,162	102,916
Add: Surplus for year, Statement "3"	260	32,246
Balance, end of year	$135,422	135,162

THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD

Statement of Revenue and Expenditures

Year Ended December 31, 1988

	1988		1987
	Budget	Actual	Actual
Revenue			
Producers' fees levied (Note "5")	$212,800	209,474	216,657
Interest	13,000	15,162	11,375
	225,800	224,636	228,032
Expenditures			
Salaries and benefits	71,000	69,824	66,638
Directors' meetings (Note "4")	42,000	59,597	40,498
Advertising and promotion	46,000	45,041	43,986
Legal and consulting fees	8,000	14,641	9,985
Postage, office supplies and furnishings	10,000	10,435	7,961
Travel	4,000	5,187	3,037
Rent and light	4,300	3,859	3,849
Audit fees	3,850	3,850	3,675
Telephone	4,000	3,666	3,311
Meeting with producers	3,500	3,342	3,083
General expenses	2,000	1,565	2,000
Insurance	1,800	1,414	1,109
Dues and fees	2,000	1,000	1,000
Subscriptions	1,500	902	937
Export costs	2,000	53	4,717
	205,950	224,376	195,786
Surplus for year	$ 19,850	260	32,246

THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD

Notes to Financial Statements

As At December 31, 1988

Note "1" Significant Accounting Policies

The financial statements have been prepared in accordance with generally accepted accounting principles for Marketing Boards in Manitoba and reflect the following policies:

(a) Investment - Shares - C & T Exports Ltd.

The investment in C & T Exports Ltd. is accounted for using the cost method.

(b) Fixed Assets

The fixed assets are expensed on the statement of revenue and expenditures in the year of their acquisition.

Note "2" Investments

The Manitoba Chicken Broiler Producers' Marketing Board owns one-half of the issued capital of C & T Exports Ltd., a corporation constituted in Manitoba for the purpose of increasing the export markets for chicken and turkey. The Manitoba Turkey Producers' Marketing Board owns the other half. Any deficits incurred by C & T Exports Ltd. are funded equally by the two Boards. As at December 31, 1988, C & T Exports Ltd. has an accumulated surplus of $3,835.

Note "3" Penalty Reserve Fund

The Penalty Reserve Fund is used to accumulate the penalties assessed to the producers for overmarketing for the purpose of paying overmarketing penalties which may become payable to the Canadian Chicken Marketing Agency and also to protect the Board with respect to the bond posted with the Canadian Agency as guarantee for payment of overmarketing penalties. The reserve is not funded in a separate bank account. It is expected that no monetary penalty will be payable to C.C.M.A. for 1988 since marketings were not over the allotted quotas.

The transactions in the reserve were as follows:

	1988	1987
Balance, beginning of year	$ 36,440	32,781
Add: Overmarketing penalties assessed to producers	4,823	4,859
Deduct: Special contributions for I.L.T. disease eradication	-	(1,200)
Balance, end of year	$ 41,263	36,440

THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD

Notes to Financial Statements

As At December 31, 1988

Note "4" Directors' Meetings

The directors' meetings expenditures are paid on the basis of approved rates as follows:

1) Per diem remuneration - chairman $125 per day
   - others $100 per day
2) Expense allowance - $35 per day ($50 per day if outside of Manitoba)
3) Mileage - 25.0 cents per kilometer

The directors' meetings expenditure on Statement "3" includes the following:

Director	Meetings Board	Meetings Other	Per diem	Expense Allowance	Mileage	Other	Total
Antonissen, Stan	5	1	$ 600	210	183	-	993
Doerksen, Wally	23	-	2,300	840	879	-	4,019
Friesen, John	25	8	3,300	1,190	1,323	142	5,955
Klassen, Waldie	29	51	10,000	1,965	1,825	2,091	15,881
Muirhead, Russell	24	1	2,500	910	2,605	83	6,098
Olmstead, Ivan	5	1	600	210	374	664	1,848
Plett, Irwin	27	45.5	7,250	2,970	3,980	9,406	23,606
Other	-	-	-	-	-	1,197	1,197
			$ 26,550	8,295	11,169	13,583	59,597

Note "5" Canadian Chicken Marketing Agency Levies

Pursuant to authority given to it under the Farm Products Marketing Agencies Act of Canada (a federal statute), the Canadian Chicken Marketing Agency imposes levies on individual producers. Acting as a collection point for C.C.M.A., the Manitoba Board receives levies either directly from producers or from processors and remits the levies, in their entirety, to the Federal Agency. There were $93,708 of levies collected and remitted for 1988 ($62,744 for 1987). These C.C.M.A. levies are not shown on the Board's statement of revenue and expenditures (Statement "3").

Note "6" Pension Plan

The employees of the Board participate in the Manitoba Civil Service plan whereby contributions made by the employees are matched by contributions by the Board. In 1988, the Board contributed a total of $3,497 (1987 - $3,165), which is included in salaries and benefits.

THE MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD

Notes to Financial Statements

As At December 31, 1988

Note "7" Lease Commitments

The Board, together with The Manitoba Turkey Producers' Marketing Board, has leased office space from The Manitoba Vegetable Producers' Marketing Board, for an annual amount of $7,460 ($3,730 per Board).

C & T EXPORTS LTD.
Winnipeg, Manitoba

Year End Financial Statements

As At December 31, 1988

ASSETS

Auditors' Report	
Balance Sheet	Statement "1"
Statement of Surplus	Statement "2"
Statement of Income	Statement "3"
Notes to Financial Statements	Statement "4"

BDO GUENETTE CHAPUT

Comptables Agréés
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Auditors' Report

To the Shareholders
C & T EXPORTS LTD.
Winnipeg, Manitoba

We have examined the balance sheet of C & T EXPORTS LTD. as at December 31, 1988 and the statements of surplus and income for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these financial statements present fairly the financial position of the company as at December 31, 1988 and the results of its operations for the year then ended in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Guenette Chaput

Winnipeg, Manitoba
January 31, 1989

Chartered Accountants

C & T EXPORTS LTD.

Balance Sheet

As At December 31, 1988

	1988	1987
ASSETS		
Current Assets		
Cash	$ 6,164	6,108
Accounts receivable	109	110
	$ 6,273	6,218
LIABILITIES		
Current Liabilities		
Accounts payable	$ 2,338	843
Surplus		
Share capital (Note "2")	100	100
Surplus, Statement "2"	3,835	5,275
	3,935	5,375
	$ 6,273	6,218

Statement "2"

C & T EXPORTS LTD.

Statement of Surplus

Year Ended December 31, 1988

	1988	1987
Balance, beginning of year	$ 5,275	6,136
Add: Net loss, Statement "3"	(1,440)	(861)
Balance, end of year	$ 3,835	5,275

C & T EXPORTS LTD.

Statement of Income

Year Ended December 31, 1988

	1988	1987
Revenues		
Sale of products	$ 93,343	131,453
Marketing board contributions		
Manitoba Turkey Producers	3,813	6,061
Manitoba Chicken Broiler Producers	53	4,717
Industry assistance	3,057	1,400
Sundry	574	500
Interest	286	228
Government grant - P.E.M.D. (Note "3")	-	3,940
	101,126	148,299
Expenditures		
Purchase of products	79,080	118,273
Shipping costs	18,568	13,621
Price support costs	2,182	323
Repayment of grant - P.E.M.D. (Note "3")	1,498	450
Audit fees	810	775
Travel	285	13,450
Bank interest and service charges	113	200
Dues and fees	30	30
Promotion	-	2,000
Legal fees	-	38
	102,566	149,160
Net loss	$ (1,440)	(861)

C & T EXPORTS LTD.

Notes to Financial Statements

As At December 31, 1988

Note "1" Significant Accounting Policies

The financial statements are prepared in accordance with generally accepted accounting principles.

Note "2" Share Capital

The corporation was constituted under The Corporations Act of Manitoba. The authorized capital of the corporation is an unlimited number of common shares with a maximum consideration of one ($1) dollar each. The issued capital of the corporation is 100 common shares for $100. The corporation is owned equally by the Manitoba Turkey Producers' Marketing Board and the Manitoba Chicken Broiler Producers' Marketing Board.

Note "3" Government Grant - P.E.M.D.

The corporation has received a grant of $3,940 under the Program for Export Market Development (P.E.M.D.) for assistance in a marketing mission to Japan to meet with and explore possible increased sales of Manitoba products to existing and potential customers in the retail and H.R.I. sector.

The corporation must repay the grant in annual instalments of 2% of gross sales made in that market between September 10, 1987 and March 10, 1991. The obligation to repay ceases for sales after March 10, 1991. An amount of $1,498 has been recorded as a payable for net product exported to December 31, 1988.

PROMOTION REPORT

The Canadian chicken industry has seen much growth in the past twenty years. Canadians are consuming twice as much chicken as they did twenty years ago. To be more precise, the latest figures from Statistics Canada indicate Canadian per capita chicken consumption is now 21.7 kg (1987) which is a 6% increase since 1986 and a 64% increase since 1971.

Chicken's popularity is due to its versatility, its perceived nutritional value, convenience and economical value.

According to a recent report by the Food Markets Analysis Division of Agriculture Canada, chicken should remain popular with consumers of the 1990's. They see two types of consumers emerging --the self-indulgent, middle income family looking for quality and convenience in food, and the aging and/or unemployed who are primarily interested in value for the food dollar. Chicken's versatility allows it to meet many needs.

We cannot, however, expect that the market will just come to us. The red meats, due to the declining consumption of their products in the past few years, are now challenging the poultry industry with strong promotion campaigns.

While chicken naturally has all the qualities that consumers are looking for, we have the job of promoting these strengths.

We must continue to remind consumers to "check out chicken" as a lean, convenient, nutritious, versatile and economical protein source.

As you may already know, Linda Hogue left her position as Senior Home Economist in June 1988. Janice Hutsal was promoted to Senior Home Economist and Shelley Munro was hired in September to fill the second Home Economist position. The Home Economists continue to work half-time for the Vegetable Board and half-time for the Chicken and Turkey Boards.

The following report is a summary of the advertising and promotional activities undertaken in 1988.

Check Out Chicken on the Barbecue!

The Board once again sponsored a chicken barbecue promotion May 16th - June 17, 1988.

It was done co-operatively with Kraft Foods Ltd. and was targeted to adults 25 - 49 years of age, both males and females.

The major objectives of the promotion were to publicize Manitoba chicken as an ideal food for barbecuing, to obtain further information on the market segment that purchases chicken, and to reduce storage stocks of chicken.

Retail point-of-sale material was produced, consisting of channel cards for display cases and tear-off entry forms. These were displayed in retail stores throughout the Province during the promotion. This year, rather than including a recipe on the entry form, CCMA's new "All Fired Up About Chicken" barbecue pamphlet was sent to each entrant upon receipt of their ballot. This increased the space available for the necessary contest information and made the entry form more readable.

Five draws were made on CKY's "Today's World" for the following prizes:

Grand Prize - 35,000 BTU Gas Barbecue courtesy of Kraft Foods Ltd.
- 25 pounds (11.3 kilograms) Manitoba Chicken
- Kraft Barbecue gift pack

4 Prizes each consisting of: - 25 pounds (11.3 kilograms) Manitoba Chicken
- Kraft Barbecue gift pack

This year entrants were required to provide a proof of purchase of fresh or frozen chicken for each entry, which enabled us to determine which brands of chicken were being purchased and from which stores.

The promotion was supported with the following advertising:

1) Radio - CKY radio and Radio Southern Manitoba - advertisements
2) Television - demonstrations on CKY's "Today's World" and CKND's "Good Company".
3) Print - advertisement in "TV Scene" distributed with the Saturday edition of the Winnipeg Free Press
   - releases distributed to all food media

As well, visits were made to the wholesale/retail trade to encourage their support. Local processors graciously agreed to supply chicken as part of the contest prizes. Results of the contest were tabulated by U of M student, Tannis Waters.

<u>Results</u>

1) number of entries - 700

2) winners - 3 from Winnipeg, 1 from Oakville, Manitoba, 1 from Brandon, Manitoba

3) types of chicken purchased - whole - 47%
- breast - 19%
- drumsticks - 12%
- thighs - 8%
- wings - 3.5%
- legs (back on) - 2.5%
- whole cut up - 1%
- other - 7%

4) fresh or frozen - fresh - 27%
- frozen - 22%
- did not indicate - 51%

5) sex of purchaser - female - 77%
- male - 8%
- did not indicate - 15%

6) Brands purchased - Safeway - 30%
- Supervalu - 16%
- Friendly Family Farms - 14%
- Maple Leaf - 11.5%
- Dunn-Rite - 6.5%
- Granny's Poultry - 6.5%
- Burns - 3.5%
- Other - 12%

7) location of purchase - urban - 59%
- rural - 41%

While these results represent a very small sample of the population during a short period of time it is interesting to note what types and brands of chicken products are being purchased by Manitobans.

Although it is difficult to determine the effect the promotion had on sales, the response from the trade and media was very positive and storage stocks of chicken did appear to decrease during this period.

<u>Advertising</u>

1) Canada Poultryman- Who's Who edition - directed at the industry

2) Greater Winnipeg Business Magazine - directed at business executives - a barbecue feature

3) Western Grocer Magazine - directed at the wholesale/retail trade

4) Seniors Today Newspaper - directed at seniors

5) Manitoba Farm Vacations

6) Manitoba Summer Games - cash donation

7) CKY Radio Ads - promoting chicken barbecue promotion

8) Radio Southern Manitoba Radio Ads - promoting chicken barbecue promotion

9) TV Scene - Winnipeg Free Press - ad promoting chicken barbecue promotion

Media

1) Television - these programs continue to be a high priority. Weekly appearances on CKY, monthly appearances on CKND, as well as guest appearances on VPW's "Microwave Magic" and CKY's "Skiddlebits". As a result of these programs approximately 18,000 recipe booklets were distributed to Manitoba consumers in 1988.

2) Radio - This past year five phone-in shows (1 1\2 hours each) were done on CJOB's "Problem Corner".

The monthly "Consumer Update" radio tapes distributed to rural radio stations have also continued.

3) Print - Print media continue to contact Board staff for information and recipes regarding turkey. Articles have appeared in the Winnipeg Free Press, The Winnipeg Sun, Flyer Force Publications, The Manitoba Co-Operator and Country Guide.

Displays and Demonstrations

Displays and demonstrations provide an opportunity for the Board to reach consumers on a one-to-one basis. Most of the local displays are joint producer group displays co-ordinated by the Marketing Branch of Manitoba Agriculture. Those attended in 1988 are as follows:

Displays

- Polo Park - February 18th - 20th
- Brandon Fair - March 28th - April 2nd
- Unicity Mall - May 5th - 7th
- Portage Place - November 4th - 5th

Through participation in these displays the Board has distributed over 13,000 pieces of literature on turkey.

Demonstrations & Presentations

- Codville Meat Seminar - April 25th - 26th
- Home Expressions - March 16th
- University of Manitoba - 4th Year - Foods & Nutrition Class - September 8th

Through participation in these displays, the Board has distributed more than 11,500 pieces of literature and made contact with countless other consumers.

Public Relations

1) **Consumer Enquiries**

These continue to be a high priority as staff are highly visible through their media work. Approximately 200 enquiries regarding turkey were handled in 1988.

Records are kept of all enquiries and the answers provided. Monthly summaries are submitted to the General Manager which allows problems to be addressed properly and keeps Board members abreast of consumer concerns.

2) **Donations**

Donations are made to quite a number of organizations throughout the year (approximately 60 in 1988). These take the form of pamphlets for distribution in registration kits at conferences, meetings or other events as well as promotional items for use as door prizes.
(See list at end of report)

Education

Home Economics teachers throughout the Province are an important group to reach as they influence the buying habits of future consumers.

1. Newsletters and Resource Lists

These continue to be distributed to Manitoba's home economics teachers twice per year. Audio visual aids, pamphlets and posters continue to be extremely popular.

2. Special Area Groups Conference for Home Economics Teachers (October 21st)

This conference provides us the opportunity to display educational pamphlets and teaching materials available. Approximately 400 teachers from urban and rural Manitoba attended.

Recipe Testing

This continues to be a priority to maintain the quality of recipes used in promotional work. The Board has a test kitchen where all testing is carried out, and records are kept of all recipes tested for easy reference.

Promotion Items

Aprons and recipe binders developed to hold the television recipe booklets continue to be popular. These items are often used for promotional or public relation purposes. They are also made available to the public to purchase at cost.

Janice Hutsal
Shelley Munro

Chicken Board Donations 1988

Age & Opportunity - Seniors Lifestyle Show
Alcoholism Foundation of Manitoba
Anola - Take a Break Fitness Group
Argyle Morning Ladies Curling Club
Assiniboine Park/Fort Garry Community Parks
Boy Scouts of Canada
Brownie Group
CBC Radio Trivia Question Door Prizes
Canadian Authors Association
Canadian Institute of Food Science & Technology
Citizenship Council of Manitoba - International Centre
Elm Crest Furniture Manufacturing
Farm Women's Mini-Conference
Fort Rouge Curling Club
Garden Grove School
Health Sciences Centre - Annual Dieticians & Interns Picnic
Health Sciences Centre - Women's Hospital
ICG Utilities
In Motion Fitness Club
Lindenview
Lions Club of Winnipeg Housing Projects
Manitoba Association of Agricultural Societies
Manitoba Association of Urban Municipalities
Manitoba Heart Foundation
Manitoba Home Economics Teachers Association
Manitoba Hospitality Auxiliary Fun Fair
Manitoba Hotel Association
Manitoba Hydro Home Economists
Manitoba Metropolitan Club of Canada
Manitoba Precision Figure Skating Championships
Manitoba Provincial Farm Women's Conference - Brandon
Manitoba Provincial Farm Women's Conference - Winnipeg
Manitoba Women's Institute
Mount Carmel Clinic
Music for Young Children
Pembina Manitou Hospital Illusory
Petersfield Curling Club - 50th Anniversary
Pine Grove Estates Ratepayers' Association
R & R Fine Foods
Roblin, Shell River, Hillsburg
Roseisle Curling Club
Russian Delegate Tour
St. Adolphe Community Club Chinese Auction
St. Andrews Figure Skating
St. James Assiniboia Figure Skating Club Inc.
SAG Conference
Springhill Heights School Fun Fair

Starting Blocks Co-Operative Inc.
Sturgeon Creek High School
Sturgeon Creek Regional Secondary School Cheerleaders
Ten Ten Sinclair Housing Inc.
The Manitoba Association of School Trustees
The Manitoba Parks & Recreation Association Inc.
Transcona Girl Guides of Canada
Teulon Women's Curling Club
Union of Manitoba Municipalities
Western Canadian Highways
Western Grocers
4H of Canada
88 Manitoba Provincial Summer Games Inc.

MANITOBA CHICKEN BROILER PRODUCERS' MARKETING BOARD

1989 PROPOSED BUDGET

	1987 ACTUAL	1988 ACTUAL	1989 BUDGET
REVENUE			
Manitoba Board	216,657	209,474	207,000
Interest Income	11,375	15,162	18,000
TOTAL	228,032	224,636	225,000
EXPENDITURES			
Export Costs	4,717	53	2,000
Salaries & Benefits	66,638	69,824	74,000
Advertising/Promotion	43,986	45,041	46,000
Directors Meetings	40,498	59,597	50,000
Postage, Office Supplies & Furnishings	7,961	10,435	10,000
Legal Fees	9,985	14,641	10,000
Rent & Light	3,849	3,859	4,500
Audit Fees	3,675	3,850	4,000
Travel/Expenses	3,037	5,187	4,500
Telephone/FAX	3,311	3,666	4,000
Dues & Fees	1,000	1,000	2,000
Producer Meetings Semi-Annual & Annual	3,083	3,342	4,000
Subscriptions	937	902	1,500
General Expense	2,000	1,565	2,500
Insurance	1,109	1,414	2,000
TOTAL	195,786	224,376	221,000
Surplus	32,246	260	4,000
NOTE!			
CCMA Levy Collected		93,708	117,100
CCMA Levy Remitted		93,708	117,100

ELECTION OF DIRECTORS

All registered producers, including the directors whose terms have expired, are eligible to stand for election as a director in the district where their main production unit is located.

Companies must designate their delegate, in writing. Designated delegates are also eligible to stand for office, provided that no conflict of interest exists between their position and the interests of the other producers.

Nomination forms will be available, but nominations will also be accepted from the floor. Only those producers registered in the same district as the directors up for election will be able to nominate or vote for a director to represent that district.

Nominations are to be completed by the time the meeting reconvenes after lunch. Those persons nominated must either be present or have confirmed, in writing, that they are prepared to serve as a director, if elected.

The election will be ballot. Ballots will be available from the returning officer during the early part of the afternoon session.

Election results will be announced following the completion of the balloting.

One director is to be elected in each of the following districts:

District #2	Erwin Plett
District #3	
District #4	Waldie Klassen

The following directors were elected at the 1987 annual meeting and have one more year to run in their term of office:

District #1	Russell Muirhead; and
District #5	Wally Doerksen.

MANAGER'S REPORT

The year 1988 is now behind us. It was certainly not your ordinary year to be sure. The year saw not only a Provincial election but also a Federal election. It saw great debate prior to the Federal election for both sides of the Free Trade Agreement, for and against. The subject of GATT (The General Agreement on Tariffs and Trade) surfaced often in the papers and on the electronic media with the two year mid term review being held in Montreal in early December. As if all these events were not of enough concern and interest to our industry, the worst drought and heat wave descended on us as well during this past summer.

In the midst of wondering what effect the Free Trade Agreement with the U.S. was going have on our industry we experienced a dramatic escalation in feed prices. This was followed by a sharp increase in chick prices. Both increases were a result of the devastating drought, both in Canada and the U.S.A., and its effect on feed grain supply and prices.

These events put extreme pressure on cost of production figures for both chicken and turkey producers. We saw producer live paying prices slip further behind the COP for Manitoba. Despite the efforts of the Board the market place just could not keep pace with the escalating cost of production caused mostly by the steadily increasing feed prices. Not helping the matter was the burdensome national inventories of frozen chicken carried into 1988 from overproduction in the 5th Period of 1987. Turkey inventories were also somewhat higher than the desired level caused also by a larger than normal carry over from 1987.

Having withstood all of the above problems and uncertainties 1988 is now behind us and is history. Here we are in a new year. The good news is that we entered 1989 in much better shape, inventory wise, than we did a year earlier. Nationally we are down almost half the inventory level reported one year earlier for chicken of near twenty (20) million kilograms to less than eleven (11) million kilograms and for turkey almost one (1) million kilograms less on January 1, 1989 than we had on January 1, 1988 of almost sixteen (16) million kilograms nationally.

If we can control or further reduce these inventory levels and prevent them from again becoming a burden on the entire industry the prospects of our producer live paying price returning to the cost of production level could be a reality in 1989. We will have to produce what the consumer demands and at the correct time to meet market demand if this goal is to be achieved.

We must however be aware and take into account the immediate effects of the Free Trade Agreement which was implemented on January 1, 1989. These effects include the increased access to the Canadian market for U.S. chicken under the Global Import Quota from 6.2% to 7.5% annually which translates into an increase of over six (6) million kilograms of U.S. product in 1989. The Global Import Quota for turkey was increased from 2% to 3.5% of the Canadian production and represents an additional 1.7 million kilograms of U.S. turkey entering our market this year.

As for other effects of the Free Trade Agreement such as the tariff reductions on further processed products not on the Import Control List, only time will tell, as these tariff reductions are to be implemented over a ten (10) year period.

On the bright side, the chicken and turkey industry in Canada continues to enjoy increased consumption.

We must continue to produce high quality, reasonably priced product to maintain the confidence and demand of consumers for our product.

I read with great interest the other day an article on how an organization or industry can become and remain successful. The article was written by the Chairman of a large Canadian corporation. It stated than any organization must have three main ingredients to achieve success. The three ingredients are: **COMMON SENSE**, **DEDICATION** and **TEAMWORK** . With these three ingredients an organization or industry can achieve whatever goal it sets for itself but without them they are doomed to fail.

If we remember these three ingredients for success and continue to put them into use at all levels of our industry we can withstand whatever adversity or change may come along in the future.

I want to thank the Chairman, Directors and Producers for their willing co-operation as well as that of the Processors, Hatcheries and others in the industry with myself and the Board staff in 1988. I also want to thank the staff for their loyal dedication and hard work for our industry this past year.

Burton F. Waters
General Manager

EXPORT REPORT

Both the Manitoba Chicken Broiler Producers' Marketing Board and the Manitoba Turkey Producers' Marketing Board through their export company C & T Exports Ltd. works very closely with local industry to promote and encourage Export Sales of chicken and turkey from the Province. In 1988 the total sales amounted to over 364,000 kilograms worth over $809,000.00.

These sales were made by several Manitoba processors as well as C & T Exports Ltd. Manitoba poultry products were sold to such countries as Haiti, Mexico, Africa, U.S.A. and Japan in 1988.

The 1988 sales to Japan are made up mostly of turkey, both deboned meat and whole broiler turkeys. There were also several small sales of chicken made to Japan during 1988 by one Manitoba processor.

C & T Exports Ltd. in 1988 grew two special flocks of turkey broilers which was a doubling of our sales in 1987 for our customer in Japan, namely Z. Kuroda & Company. This special production is necessary to achieve a very exacting size of bird required by our customer.

The Japanese market for chicken and turkey is very competitive. For chicken sales we must compete against such countries as Taiwan, Red China, Korea, U.S.A. and even Brazil. Their quality may not match our quality but their prices are very competitive. However for chicken we continue to keep our foot in the Japanese market in the hopes this market may turn around in the future.

For a share of the Japanese turkey market we are in competition with France, Israel and the U.S.A. Once again our quality is superior but pricing is the major factor.

At the present time the Manitoba Turkey Producers' Marketing Board through C & T Exports Ltd. is negotiating 1989 sales with our Japanese customer as well as negotiation sales into a new potential market, Malaysia.

Frozen Chicken Sales

Year	Pounds	Kgs.	Dollar Value
1984	11,731	5,332	$14,594.00
1985	NIL	NIL	NIL
1986	NIL	NIL	NIL
1987	7,800	3,539	$14,430.00
1988	6,550	2,972	$ 8,242.00

Frozen Whole Turkey and Deboned Meat Sales

Year	Pounds	Kgs.	Dollar Value
1984	67,048	30,476	$119,360.00
1985	96,628	43,922	$236,365.00
1986	65,945	29,975	$121,952.00
1987	141,011	63,980	$348,041.00
1988	796,141	361,226	$801,021.00

MANITOBA HEALTH ADVISORY COMMITTEE REPORT

Although the Health Advisory Committee was not very active in the past year, some interesting issues did come up. At our last meeting Dr. Victoria Bowes was introduced as the new avian pathologist. This is definitely an asset to our industry and I would stress again that Dr. Bowes, as well as Dr. Neufeld and the rest of the staff, want to be accessible to the producer for path, consultation etc.

As the same meeting it was also decided that the Committee should be sensitive to the industry's needs and organize producer seminars relating to potential problems and areas that might need improvement. We fully realize that it will be a challenge to keep these seminars practical, helpful and interesting but at the same time recognize that presentations from field experts, and producer interaction could be very beneficial. Together with advice and ideas from you, the producer, we hope to organize something in the coming year.

VIDO requested financial support for a project to discover a vaccine for E. Coli Septecemia. It is the feeling of your Board that, although vaccines and drugs can never take the place of management, E. Coli Septecemia poses a serious enough, potential threat, that a vaccine would be a major asset to our industry. With VIDO's track record we feel they are capable of succeeding with this venture, provided they can attain enough support. We hope all the Provinces will eventually rally behind this project to add to the chances of its success, and in turn, to the security of our poultry.

This last year Ag. Canada conducted a medicated feed handling seminar in which they stressed the importance of keeping our product free of drug residues. A summary of this meeting is included in this annual report.

In conclusion I would like to stress that it is the Committee's desire that everything possible is done towards the improvement and security of poultry health in the Province. Flock health is a major component in getting a nutritious appetizing product to the market and we should at all times strive towards that goal.

Robert Friesen
Director
Manitoba Turkey Producers'
Marketing Board

MEDICATED FEED HANDLING

Recently the Food Production and Inspection Branch of Ag. Canada put on a "Medicated Feeds" seminar in Winnipeg. The following is a summary of the presentations pertaining to the producer who manufactures and\or uses medicated feeds.

- Consumer concern for drug residues in meat has increased since the development of technology that can detect even lower levels of residues than ever before. Trace levels that may now cause serious repercussions could not be detected several years ago.

- Since the public has more and more access to the results of various findings and since some of the animal health drugs are now thought to be carcinogenic and\or deleterious, the time has come where the producer must be ever conscious of the effects of his actions on the farm.

- Because of public awareness, health safety and economic repercussions, it is increasingly important that producers practise and enforce correct withdrawal, purging, medicating and feed handling procedures.

- Because our production is ever more dependent on export markets, we need to ensure that our products pass the critical eye of foreign inspections.

- To avoid contamination of non-medicated feed there has to be proper sequencing and flushing, bulk bins must be checked for proper emptying, and feed and medication containers must be properly labelled.

***REMEMBER!** **It only takes 18 kilograms of medicated feed to contaminate 1 tonne of non-medicated feed. (Only 2 grams of sulfa-methazine per tonne of prepared feed)**

18 kilograms of feed can easily "HIDE" itself in a truck auger system or in a bulk bin!

- On farm mixers must follow correct mixing instructions and heed warnings and cautions on labels.

- For levels other than recommended a veterinarian should be consulted.

***IMPORTANT! If prescriptions or levels are higher than the recommended levels, appropriate leeway must be given for extra withdrawal.**

- It is important that producers ensure that proper safeguards are taken to avoid consumer and regulatory criticisms.

- Negligence in the handling and administering of drugs can do irreparable damage to the livestock industry.

- Producers should take extra care to ensure correct withdrawals, and that feed systems, augers, etc. are flushed to ensure proper purging.

- Producers should remind their feed suppliers to take proper precautions to avoid contamination of non-medicated feed during processing and delivery. **(Does the driver clean out system after unloading medicated feed before unloading plain? Do they sequence unloading of split loads, eg. plain feed first? Does the mill sequence their feed process or flush the system?)**

Because of minute levels of residue which can be detected by the advent of micro technology, only one small case of negligence can result in the undue hardship of product condemnation at the processors.

- Let's do our best as producers to avoid the harmful effects of bad publicity that can occur through a careless mistake. Thousands of dollars have been lost through mishandling of drugs.

- Let's do our best to produce a product that is safe, healthy and appetizing.

NOTE: The Food and Inspection Branch has started an on farm inspection and monitoring program for on the farm feed manufacturers. See attached agenda.

For more information on how to get the Medicated Feed Information Guide, the Compendium of Medicating Ingredient Brochure and other feed regulation resources feel free to contact the Board office.

Robert Friesen
Director
MANITOBA TURKEY PRODUCERS'
MARKETING BOARD

ON-FARM INSPECTIONS

PURPOSE

- TO SAFEGUARD WHOLESOMENESS OF MEAT, MILK AND EGGS FOR CONSUMERS

APPLY TO

- PERSONS WHO MIX MEDICATED FEED FOR OWN USE

TYPICAL INSPECTION INVOLVES

- INSPECTION OF FEED MIXING AREAS
  - INCLUDES
    - . INGREDIENT AND PREMIX STORAGE
    - . MIXING EQUIPMENT AND FEED STORAGE
- LISTING OF ALL MEDICATED PREMIXES ON PREMISES
- CHECKING MEDICATED PREMIXES
- CHECKING FEED DELIVERY SYSTEMS
- POSSIBLY SAMPLING FINISHED MEDICATED FEEDS FOR LABORATORY ANALYSIS
- DISCUSSION TO ASSIST WITH ANY IDENTIFIED PROBLEMS
- IDENTIFYING INFORMATION SOURCES

KEYSTONE AGRICULTURAL PRODUCERS INC. REPORT

The following is a brief report of some of the activities of the Keystone Agricultural Producers Inc. (KAP) in 1988

Membership

As of the KAP year end, November 30, 1988, individual memberships stood at 5,094, a slight increase from the previous year. The group members remained at 15.

Funding Mechanism

During 1988 KAP continued to press for the establishment of a legislated fee collection mechanism to fund the activities of a united and effective general farm organization. On December 20, 1988 Bill 28 received 3rd reading and royal assent. This will be a voluntary check off available for one certified farm organization.

Animal Welfare

In September KAP initiated the establishment of an Animal Welfare Committee, intended to facilitate the process of responding to the activities of so call "animal rights" activists.

Other issues that KAP have been involved with in 1988 are drought assistance, livestock feed security program, crop insurance, research, rural services, etc. etc.

In closing, KAP have been very busy on behalf of the farming community of Manitoba and have accomplished much. I would like to remind you, however, that the check off will not be in effect until the 1989-89 membership year. If you have not already paid your dues please do so.

Wayne Kroeker
Director
MANITOBA TURKEY PRODUCERS'
MARKETING BOARD